

## Animal Health and Market Access

### Protecting animal health comes first

You take every available step to protect the health of your animals. As an owner of livestock or poultry you accept responsibility for advancing the health of the animals you raise or board. In recent years your efforts, combined with help from your partners including veterinarians, have resulted in improved animal health nationwide.

Take one more step to protect your livelihood. That step is premises registration as part of the National Animal Identification System (NAIS).

How does registration help? Animal disease outbreaks can still occur, even in the best of circumstances. When they do, producers want to know how the disease can affect them and their livelihood. NAIS addresses this need. A modern, streamlined information system, NAIS helps producers and animal health officials respond quickly and effectively to animal disease events in the United States.

### An animal health emergency can affect consumer confidence

Your livelihood depends on the ability to deliver a wholesome product to your buyers and to the customers they serve. The bottom line is maintaining

consumer confidence and through that confidence, demand for the products you produce. When an explosion of media coverage occurs on a topic like foreign animal disease or bioterrorism, consumer awareness is very high – even though the risk to the public is low. Your participation in NAIS supports disease investigations, delivers timely traceback, and helps replace speculation with facts about how many animals are affected and where they are kept.

### Disease outbreaks can impact your plans to transport animals

In today's livestock industry, selling animals usually means moving them. And even if you're not in the business of selling animals, you may need to transport your animals at some point. A single report of a disease outbreak can shut down all movement of animals in surrounding areas. Your operation could suffer even if your livestock are not infected. These movement restrictions disrupt agricultural markets, exhibitions, and other livestock activities and business operations. NAIS is intended to help animal health officials quickly respond to disease outbreaks and limit their impact.

### Animal health and your livelihood go hand in hand

Join your community and industry in protecting the health of your animals and your family's pocketbook. When you register your premises in NAIS, you establish a clear line of communications between animal health officials and your operation. If a disease event occurs in your area, you will receive the information you need to act fast.

How? Premises registration allows the producer to provide basic information about where animals are located. This information becomes part of a local emergency network, telling animal health officials how to contact you, assist your community, and stop a disease from spreading.

NAIS marks a powerful step forward for livestock and poultry producers. At its core, NAIS draws a map to help animal health officials reach your premises quickly, with the information you need to safeguard your animals. Your participation adds to the map of your community – protecting the health of your animals and those belonging to your neighbors, and ultimately advancing your future livelihood.

---

**Additional Information**

For more information about NAIS,  
contact:

USDA, APHIS Veterinary Services

4700 River Road, Unit 43

Riverdale, Maryland 20737-1231

Telephone (301) 734-0799

Fax (301) 734-7964

[www.usda.gov/nais](http://www.usda.gov/nais)

**Your Animals. Your Livelihood. Your Future. Your NAIS.**